



JOB DESCRIPTION

Role: Digital Marketing Manager

Location: Royal Albert Hall

Salary: £35,000 per annum

Reports to: Head of Marketing and Communications

Direct reports: Digital Communications Assistant, Digital Content Executive, Email Marketing Executive

For nearly 150 years we have been fulfilling our vision of inspiring artists and audiences worldwide with the magic of the iconic Royal Albert Hall; creating life-enriching, unforgettable experiences for everyone. Hosting 390 events a year in the main auditorium and more than 800 in other smaller spaces, the Royal Albert Hall stands true to its original purpose of promoting the Arts and Sciences. As a charity, the Hall is dedicated to maintaining the Grade I listed building and giving access to all.

OUR VISION AND VALUES

Our vision is to inspire artists and audiences worldwide with the magic of the iconic Royal Albert Hall, creating life-enriching, unforgettable experiences for everyone. The Royal Albert Hall is more than just a building. Together we are...

One team

Encouraging and harnessing each other's talents, valuing our differences, supporting one another and celebrating our achievements together

Passionate

Dedicated, creative, embracing new ideas, always seeking a better way; because together we are writing the story of the Royal Albert Hall

Open to all

Welcoming, warm, always professional; committed to providing as many people as possible with unforgettable experiences

THE ROLE

The Digital Marketing Manager has responsibility for overseeing the online customer journey and for leading the team to engage most effectively with customers pre and post booking or visiting the Royal Albert Hall.

The Digital Marketing Manager will lead the team to create the best experience across our website. Using analytics tools, they will carry out analysis to inform future website development and liaise with our web development agency to test and sign off such development. They will oversee the creation, segmentation, and analysis of email campaigns to drive sales revenue and deepen our relationship with existing customers. They will also lead the team to deliver the Hall's key messages, engaging content and drive revenue across our social media channels.



The Digital Marketing Manager is responsible for providing management and guidance to the Email Marketing Executive, Digital Communications Assistant and Digital Content Executive.

KEY OBJECTIVES

- Maximise revenue generation through effectively managing and enhancing the Hall's digital channels and optimising pre and post show audience communication
- Promote the Hall's shows and stories to as wide an audience as possible online, maximising engagement
- Optimise the Hall's customer experience online and ensure the Hall takes advantage of the latest digital marketing technology and developments

KEY DUTIES AND TASKS

- Provide line management and personal development support to the Digital Communications Assistant and the Digital Content Executive and Email Marketing Executive
- Work with the Head of Marketing and Communications in the scoping, development and implementation of website developments
- Use Google Analytics to track and report on key metrics to assess the effectiveness of the Hall's website; making recommendations for significant changes to the Head of Marketing and Communications
- Lead the team to create and update website content using our CMS, Silverstripe
- Work closely with the campaigns team to digitally optimise their campaigns from the perspective of effectively using our owned digital channels (social/email/website)
- Work closely with the campaigns team to ensure message consistency across digital campaign communications and effective use of data for advertising
- Oversee email campaigns from across the organisation to ensure that customers receive appropriate content in line with GDPR
- Support the Email Marketing Executive to manage the Hall's email marketing schedule, including triggered campaigns, in order to ensure that customers are contacted in an optimal way to maximise revenue and engagement
- Act as the Marketing and Communication department's lead expert and advocate of our CRM (Tessitura), and find ways to use Tessitura to better meet the team's needs
- Work closely with the Insight Manager to identify and implement opportunities for database segmentation, personalisation and optimisation of the customer journey that deepen engagement and increase customer confidence and loyalty
- Work closely with the Tessitura Development Manager to ensure our database is kept clean, ensuring our marketing lists and their use are GDPR compliant
- Oversee the Digital Communications Assistant's work and help manage their time so that they can provide support across the Marketing and Communications team
- Oversee the Digital Content Executive's development and management of a content plan (especially the creation of new content), providing guidance on the Hall's key messages and the most effective way to drive sales and engagement
- Support external promoters by ensuring their shows are represented across all of the Hall's digital channels (website, email and social)
- Report on the effectiveness of digital marketing activity and campaigns for promoters and internal stakeholders
- Keep abreast of best practice, and opportunities presented from current digital platforms including website, email, social media by providing recommendations for initiatives that increase income, engagement and loyalty



- Keep abreast of trends and new developments within the digital and cultural worlds and provide recommendations to the Head of Marketing and Communications and Marketing Manager on how the Hall and show campaigns could benefit from these changes and source appropriate partners
- Lead in the development of a search strategy (including SEO and Paid Search) which drives traffic and increases revenue, brand profile and engagement
- Attend regular internal meetings and work closely with inter-departmental colleagues to ensure that Hall events and services are successfully promoted via our digital platforms and content is optimised for effective revenue generation
- Work with the Head of Marketing and Senior Press Manager to manage unexpected situations across our digital channels and support them in effective crisis management communications planning and training for the team
- Act as an ambassador for the Hall and its activities; including conducting presentations internally and externally to promote the Hall and its brand
- Any other duties which may be reasonably requested by the Head of Marketing and Communications

PERSON SPECIFICATION

Essential. (Skills and Experience)

- Experience in a similar digital marketing role
- Line management experience
- Experience of using website content management systems, email marketing service provider (e.g. WordFly / Mailchimp), basic HTML and Google Analytics
- Experience of using a CRM system and managing data in a GDPR compliant manner
- Excellent written English and proofreading skills, with exceptional attention to detail
- Approachable with good communication skills
- Ability to work independently with minimal supervision as well as part of a small team
- A logical, thorough and detailed approach to planning and managing projects and deadline-focused

Desirable (Skills and Experience)

- A keen interest in the arts/popular culture and some knowledge of the Hall's history of events
- Experience of working with Tessitura (our CRM system)

HEALTH & SAFETY

You will have a good understanding of the Hall's Health and Safety guidelines and your responsibilities within these. Your role will include promoting a safe working environment and fostering a non-blame culture, adhering to any Health & Safety requirements, flagging any conflicts that may arise with Health and Safety and working towards finding effective solutions.

SUSTAINABILITY

The Hall is committed to maintaining and furthering greater sustainable practices in all areas of the organisation to act on climate change. Whilst working at the Hall, you will be expected to embrace the Hall's Sustainability Policy and work to meet its objectives, putting sustainability at the forefront of all decisions.